

EMBARCADERO PLAZA REFRESH

CONCEPT DESIGN

PROJECT DELIVERY TEAM MEETING
THURSDAY, AUGUST 13, 2025



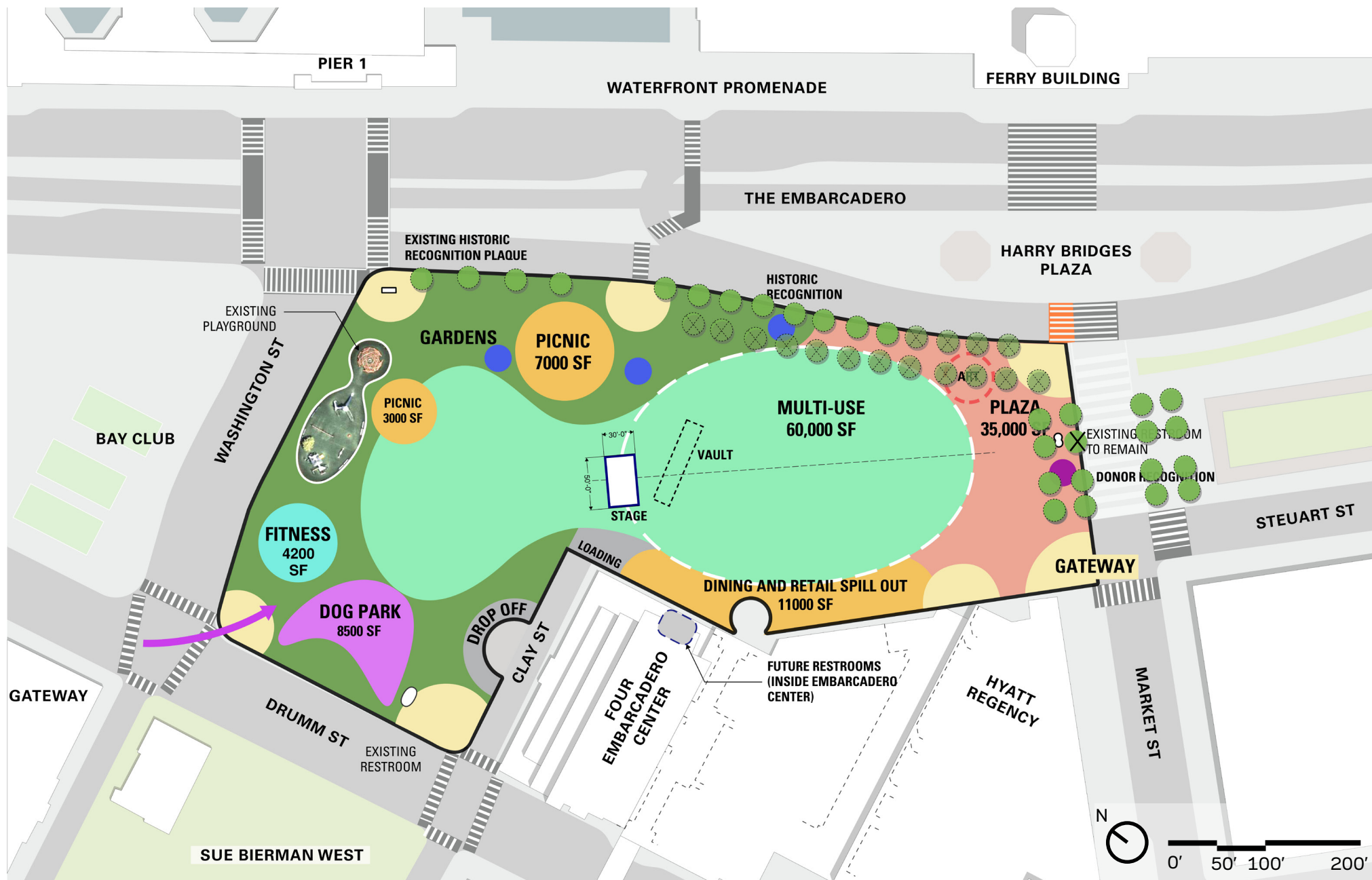
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AGENDA

1. What We Heard - PD Meeting 8/7 Recap
2. Park Concept - The Commons
3. Vignettes
 - a. Outdoor dining
 - b. Multi-purpose lawn
 - c. Picnic
 - d. Garden
 - e. Dog Park

WHAT WE HEARD - PARK PROGRAM DIAGRAM

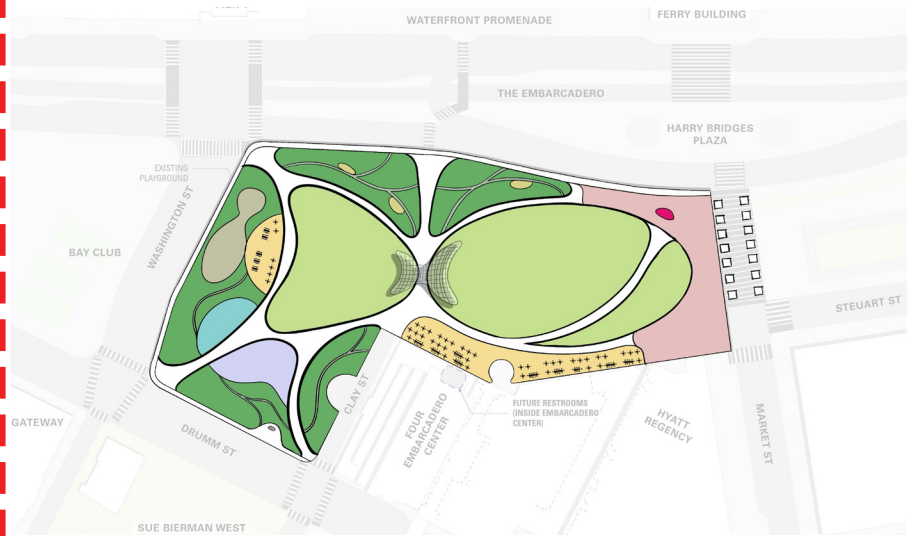
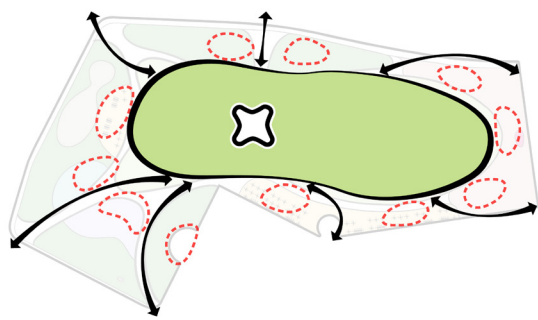


- 1. Concept Direction**
 - a. Strong preference for 'The Commons'
 - i. Fits urban context and is more flexible
 - ii. Ideal circulation and planning for future events with iconic central green
- 2. Stage**
 - a. Preference for 'gate' stage type
 - b. Consensus for an iconic, transparent, and multi-directional form that's suited for year-round activation and visibility, avoiding maintenance and operational pitfalls
- 3. Multi Use Lawn**
 - a. Feedback on balancing flexibility for large events while maintaining human scale for day-to-day use.
 - b. Share overlays of standing and event capacities
- 4. Gardens Placement**
 - a. Aim to maintain open views and clear circulation—paths are designed through gardens and not as barriers
- 5. Fitness Location**
 - a. Potentially integrate the fitness element as art/nature exploration rather than traditional equipment.
 - b. Final configuration/ location pending community preferences.
- 6. Flexible use areas – Bocce/beer garden**
 - a. Internal agreement to reserve space at Clay Street without showing in the community meeting plans
- 7. Food Trucks**
 - a. Consider where vehicles can circulate without impacting pedestrian experience.
- 8. Historical/Cultural**
 - a. Interpretive walk that is braided throughout the park with a series of nodes that incorporate history and storytelling
- 9. Art Placement**
 - a. Two preferred art locations: Primary: Prominent, 'Bean'-scale, highly visible position and Secondary: More environmental, potentially 'horizontal' piece

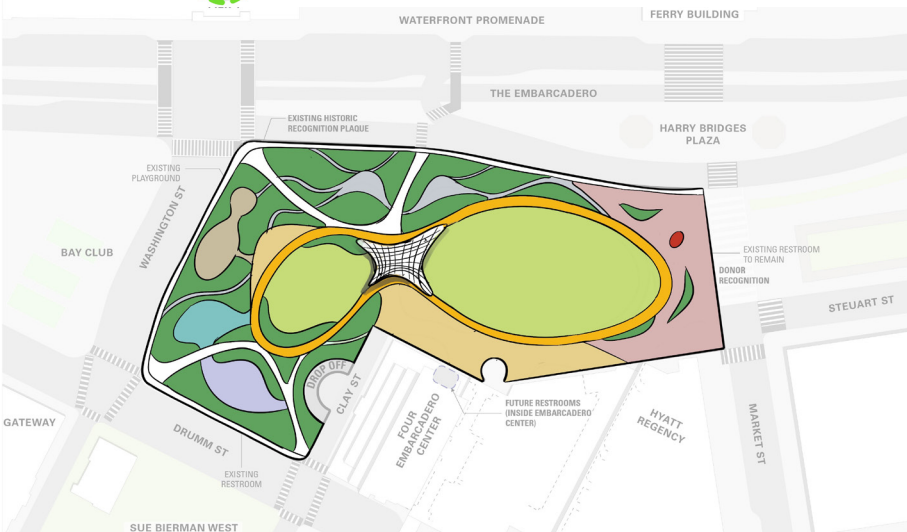
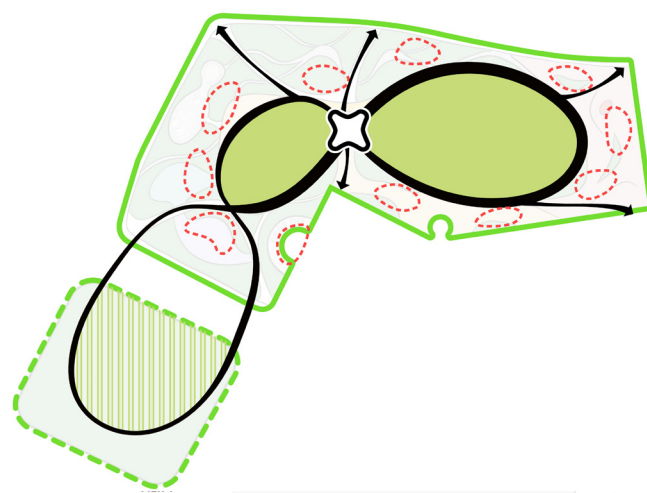
EMBARCADERO PLAZA AND SUE BIERMAN PARK RENOVATION PROJECT



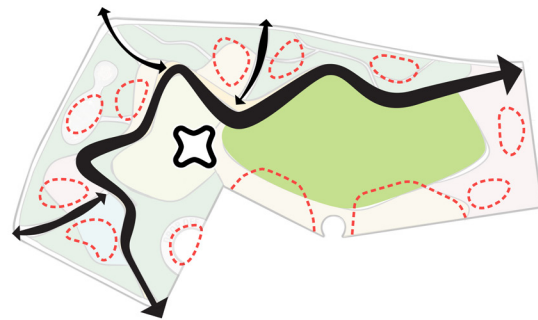
WHAT WE HEARD - PRELIMINARY CONCEPTS



THE COMMONS



PARKLANDS

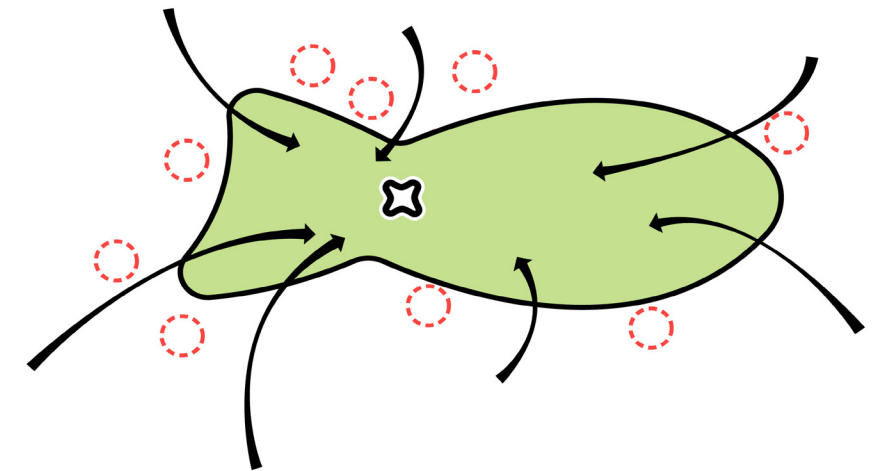


THE RIBBON

WHAT WE NEED TODAY

1. Confirm final 'Commons' concept as the direction
2. Stage access plan confirmation
3. Multi-purpose lawn/plaza scale confirmation
4. Feedback on Multi-purpose lawn, Stage, Outdoor Dining, Picnic, Garden, Dog park concepts

CONCEPT - THE COMMONS



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PLATFORM PARK - THE COMMONS CONCEPT

For community:
how to reflect history
what to show for skating



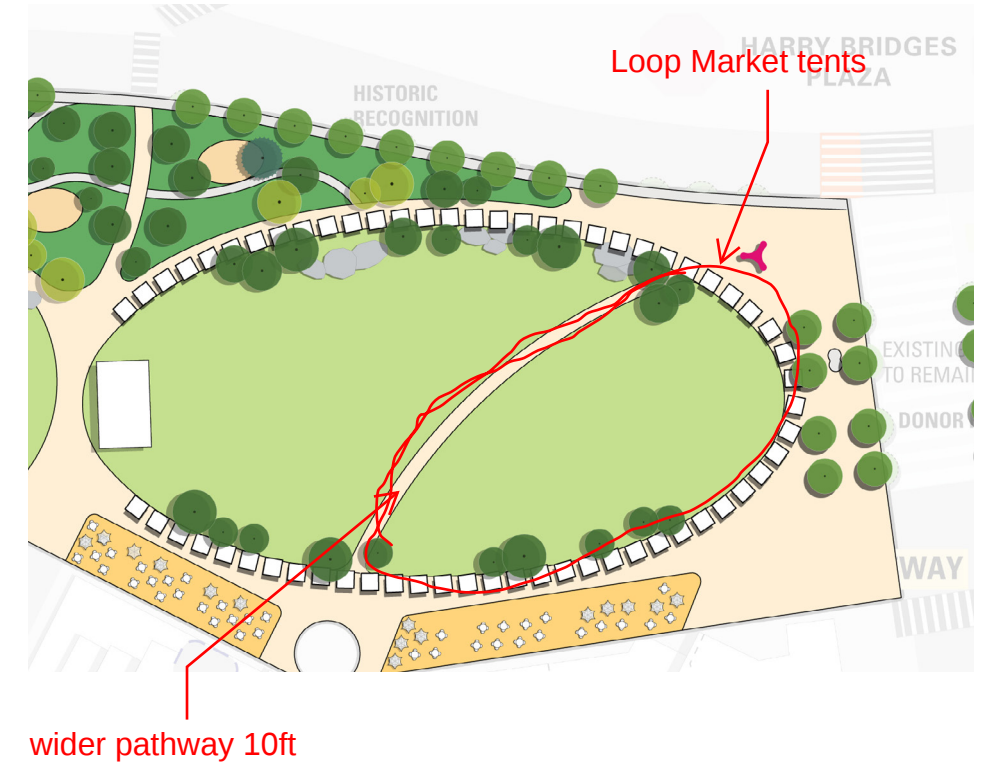
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PLATFORM PARK - THE COMMONS CONCEPT



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MULTI PURPOSE LAWN - MARKET MODE



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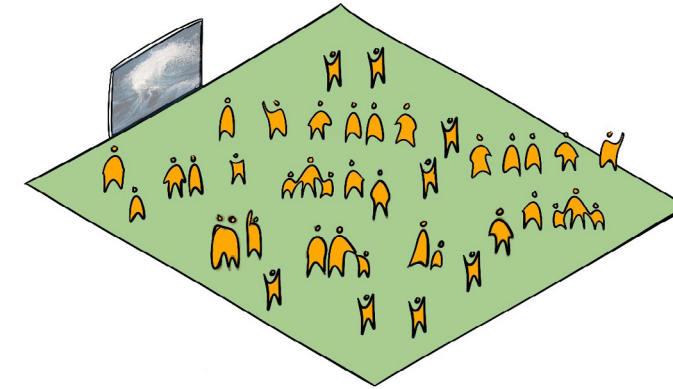
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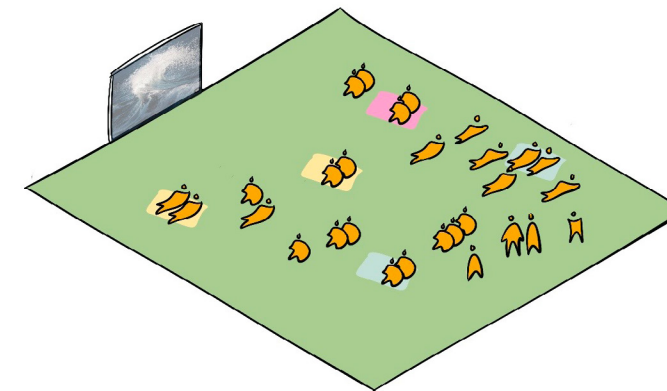
MULTI PURPOSE LAWN - EVENT MODE



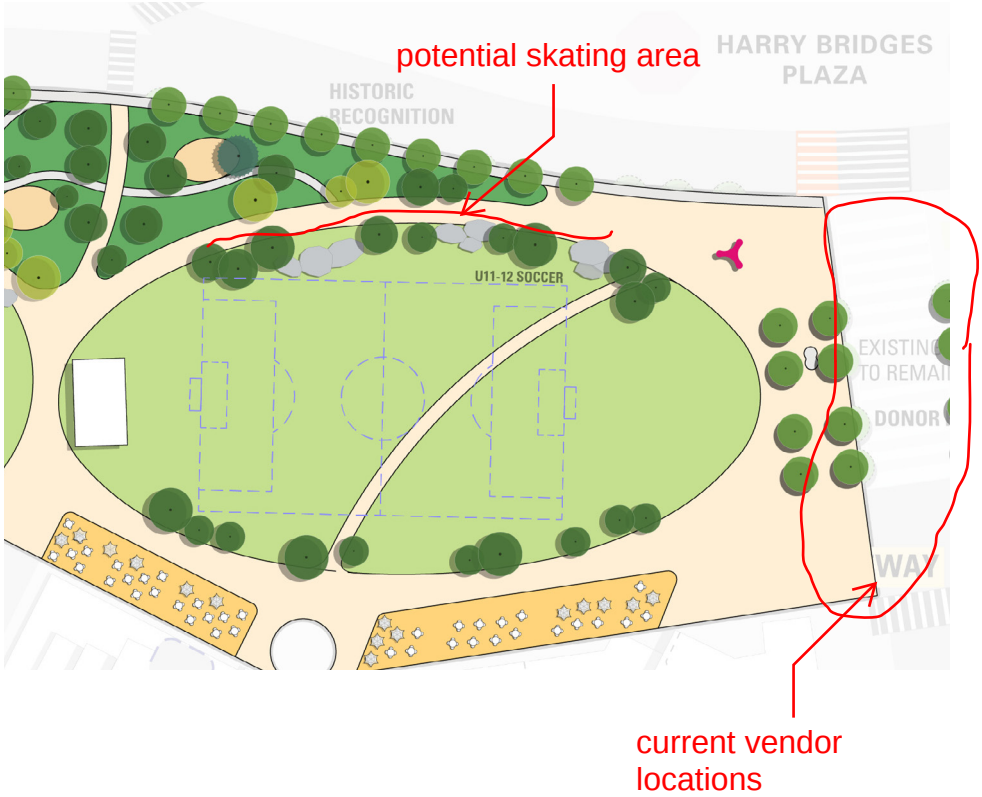
Standing Mode: 9 SF/PPL
Standing Capacity: 10,666 PPL



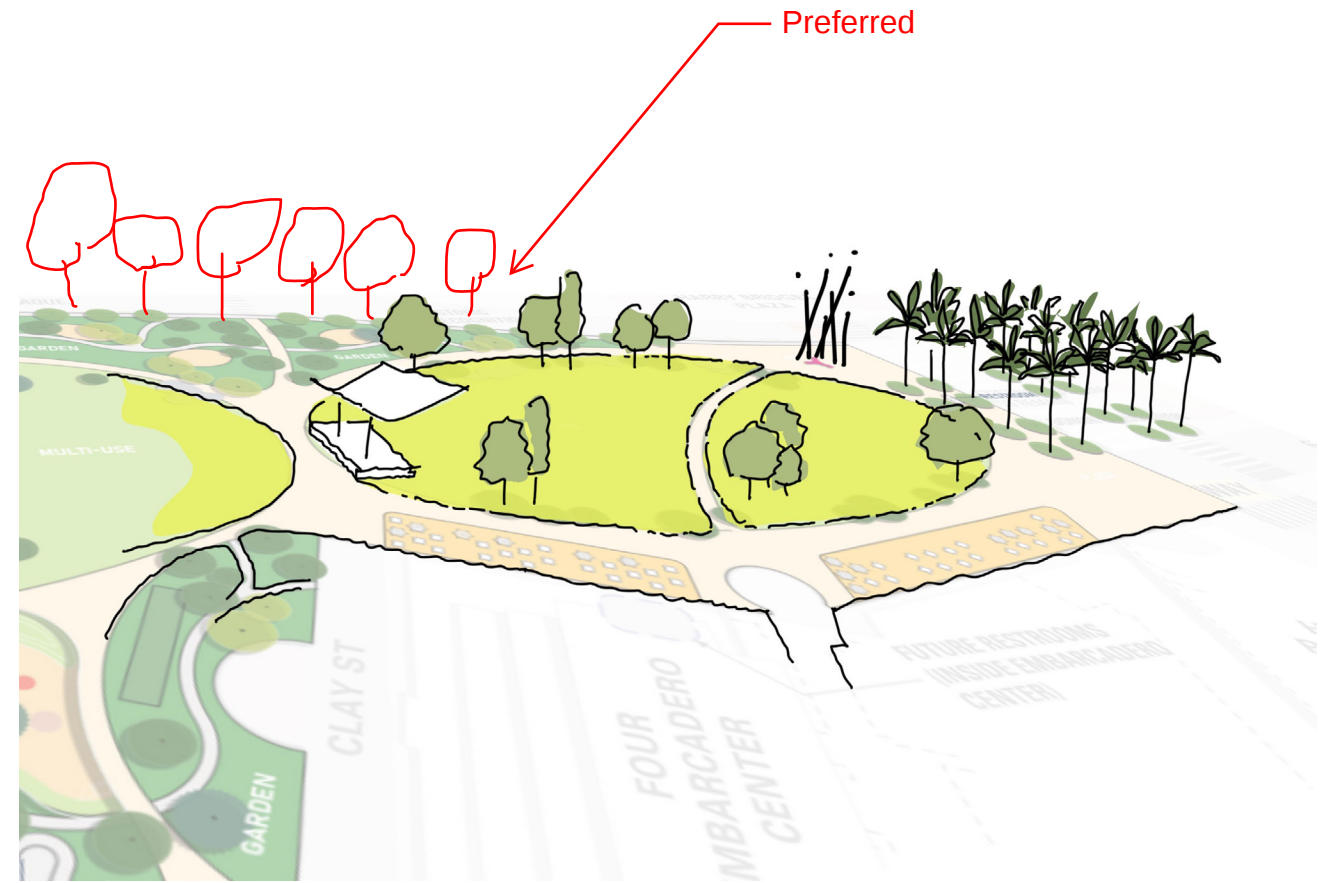
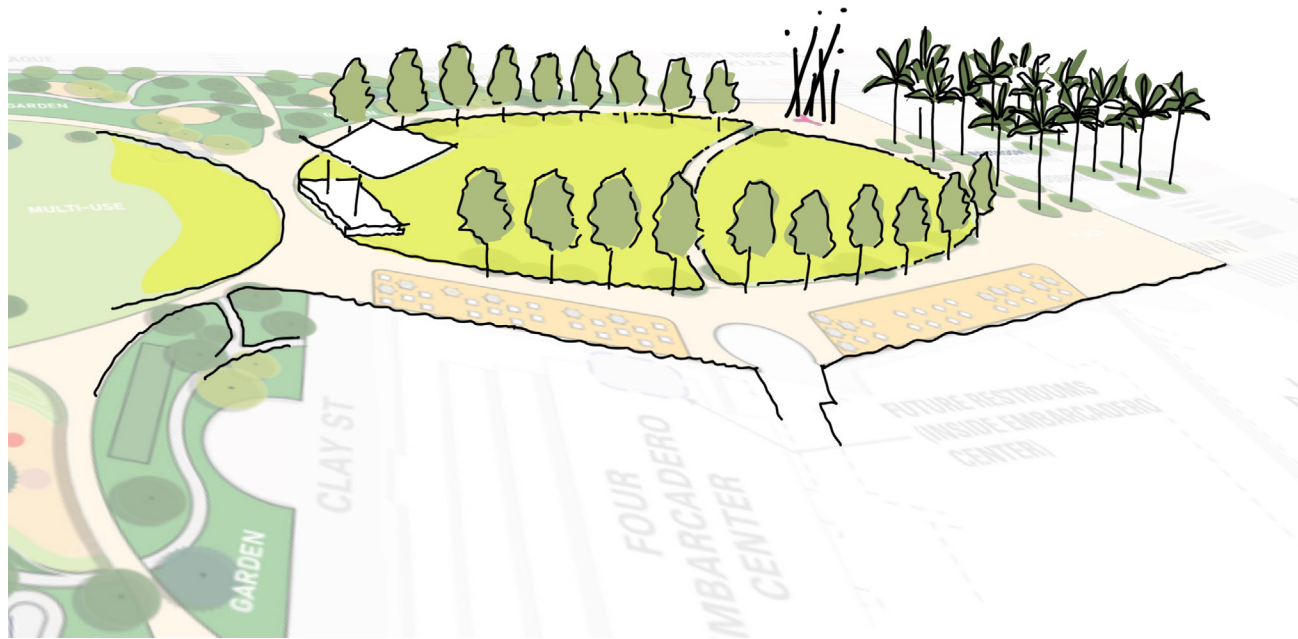
Casual Event Mode: 15 SF/PPL
Event Capacity: 6,400 PPL



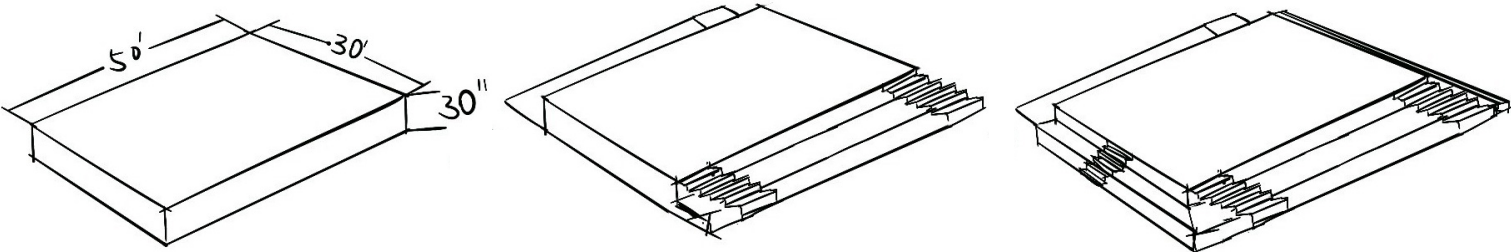
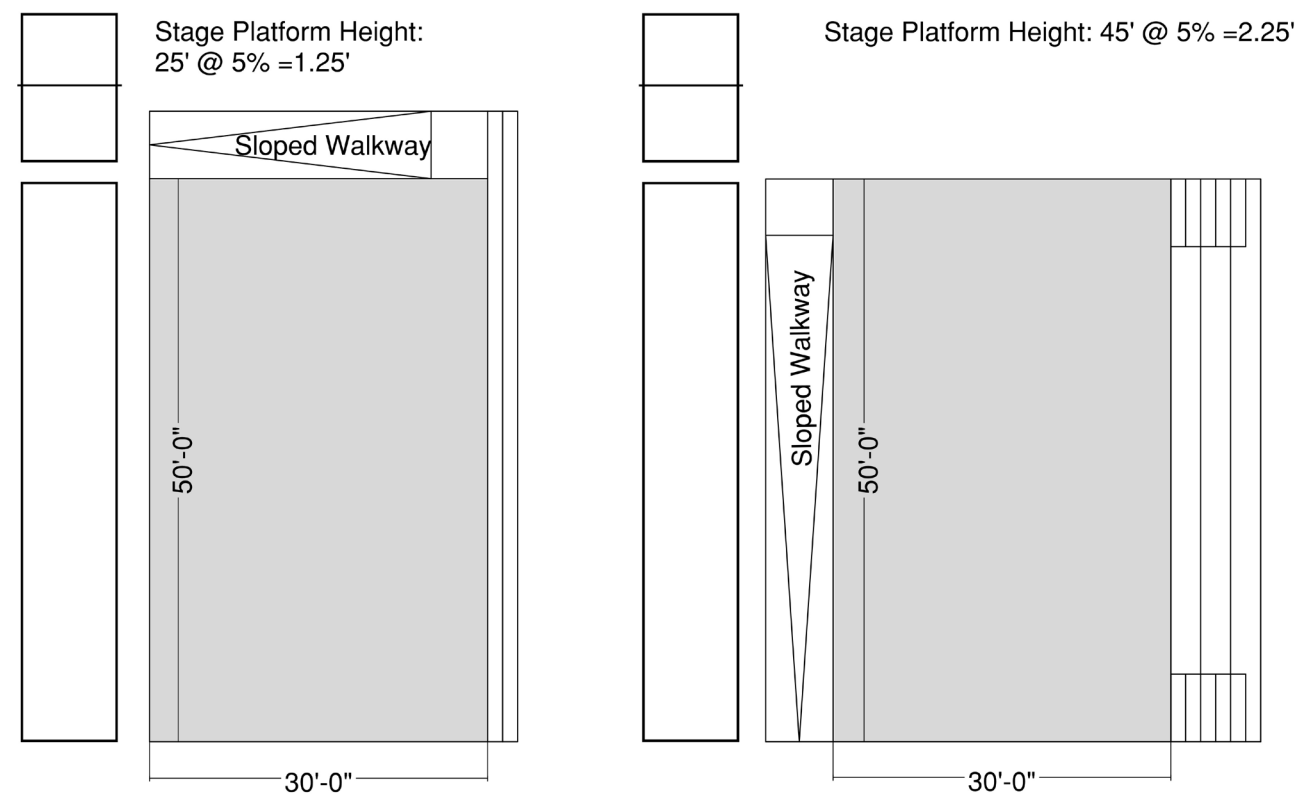
MULTI PURPOSE LAWN - EVERYDAY MODE



MULTI PURPOSE LAWN - TREE LAYOUT ALTERNATIVES



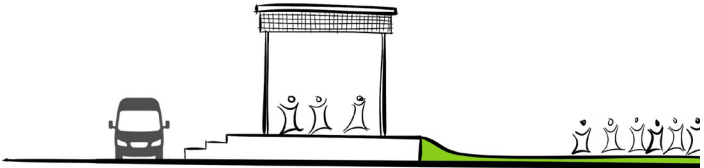
PROGRAM IDEAS - STAGE



GATES



SHEDS



PROGRAM IDEAS - OUTDOOR DINING AND RETAIL SPILL OUT

historical paving texture

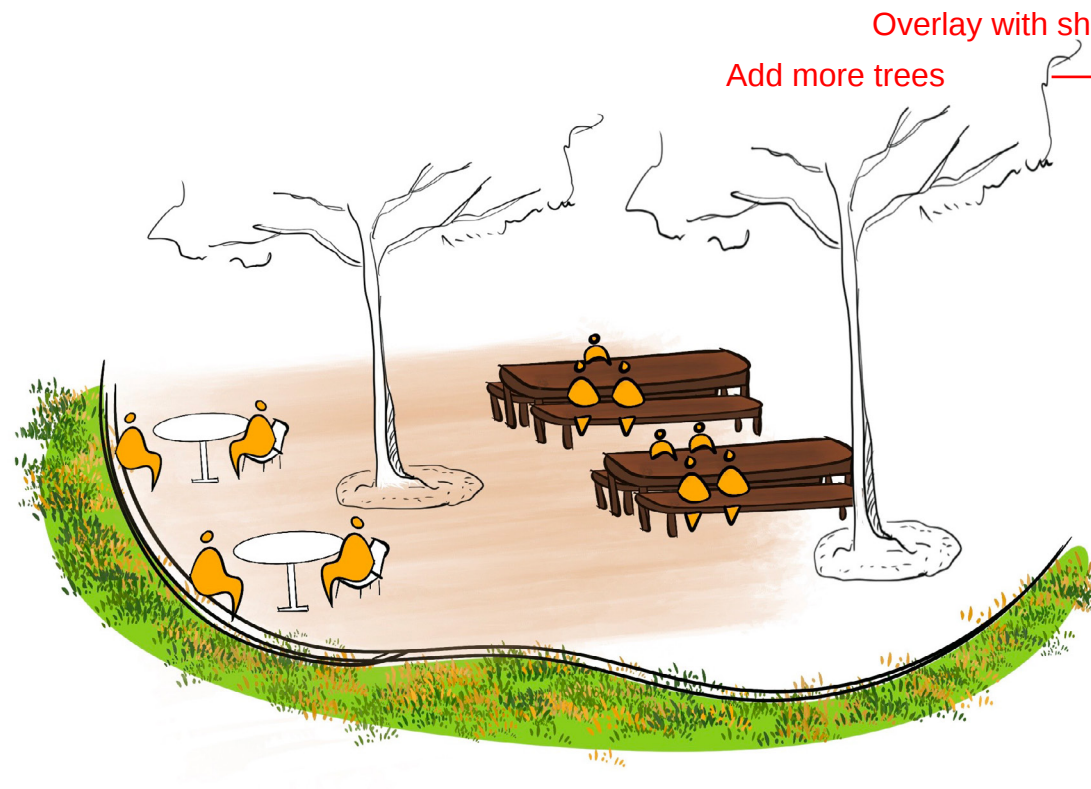
Separation between public and private to consider



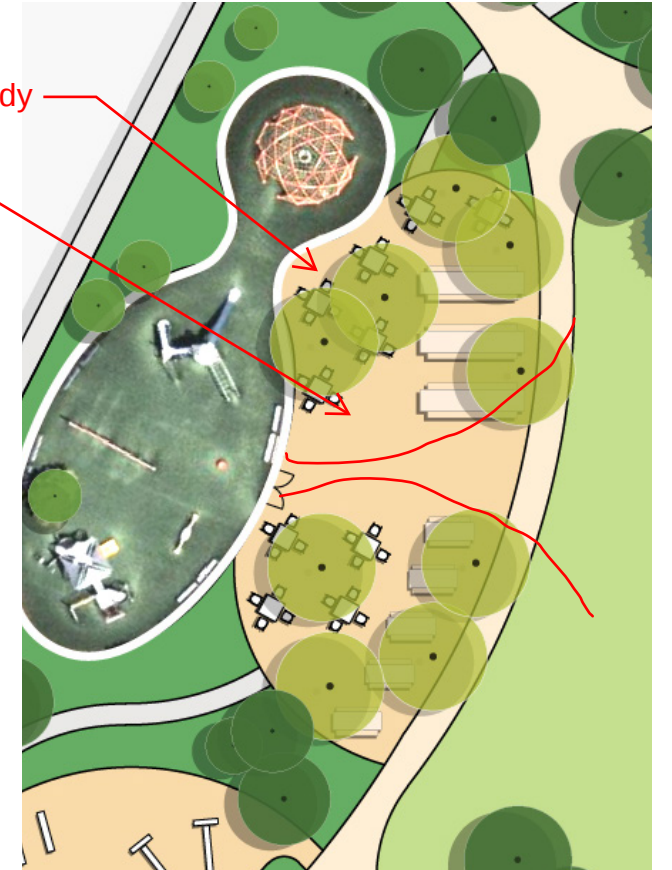
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PROGRAM IDEAS - NATURAL PICNIC



Overlay with shade study
Add more trees



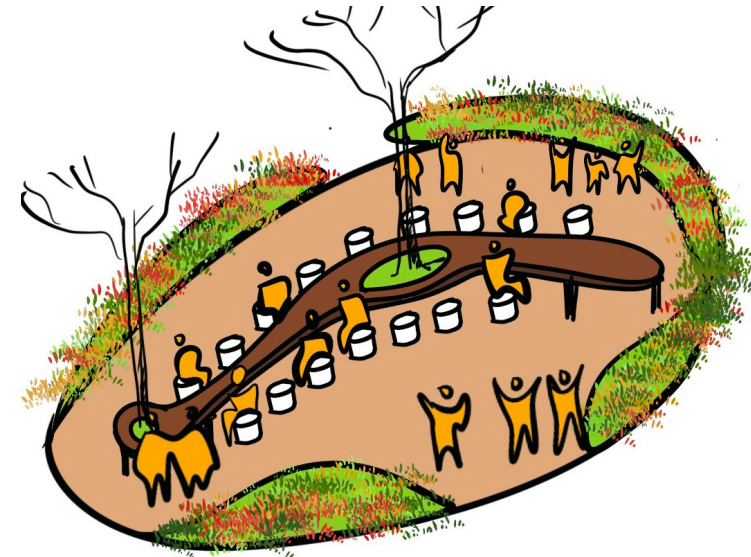
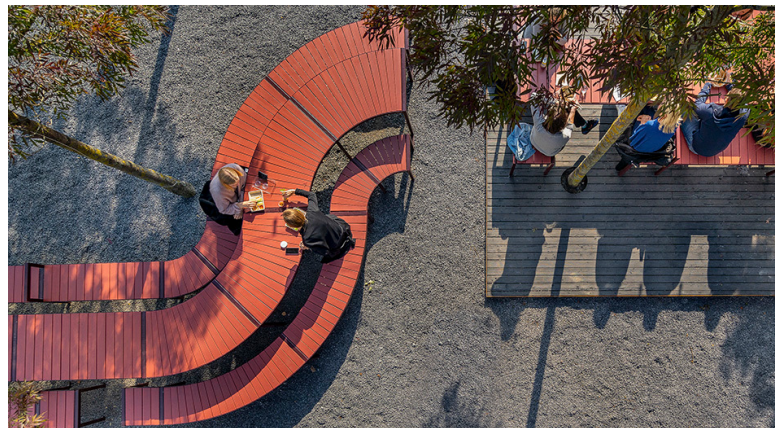
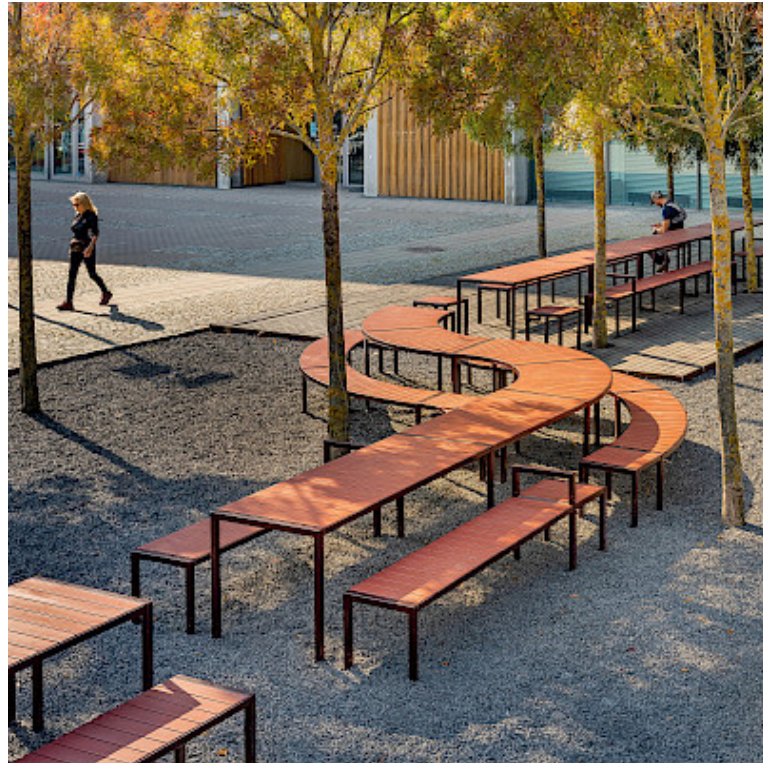
PROGRAM IDEAS - PLAY/FUN PICNIC



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PROGRAM IDEAS - COMMUNAL PICNIC



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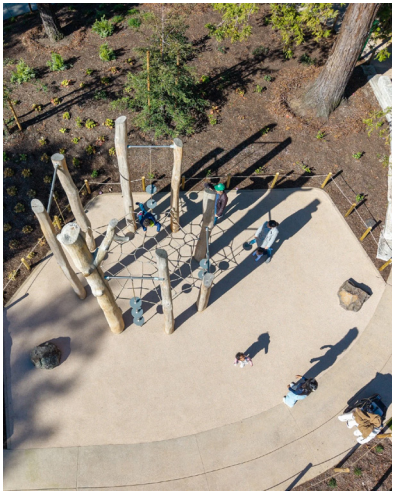
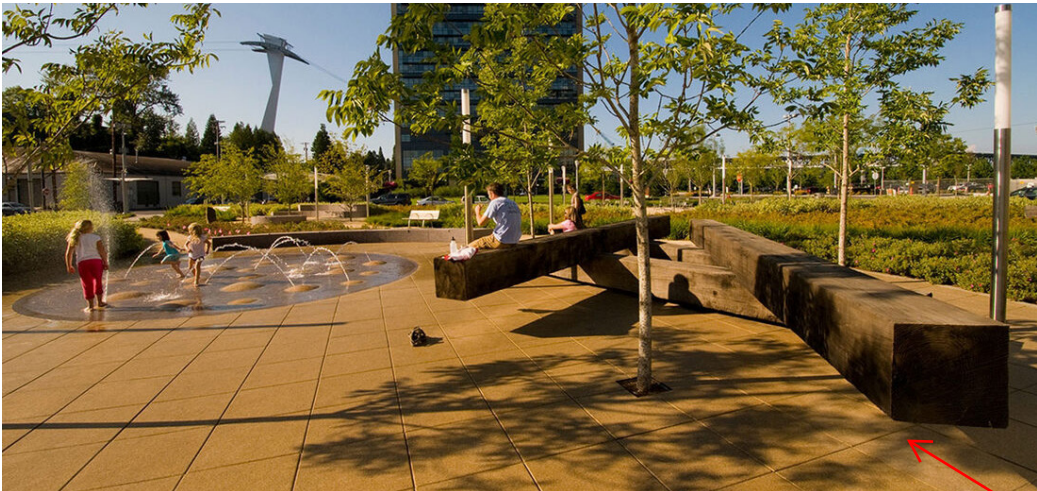
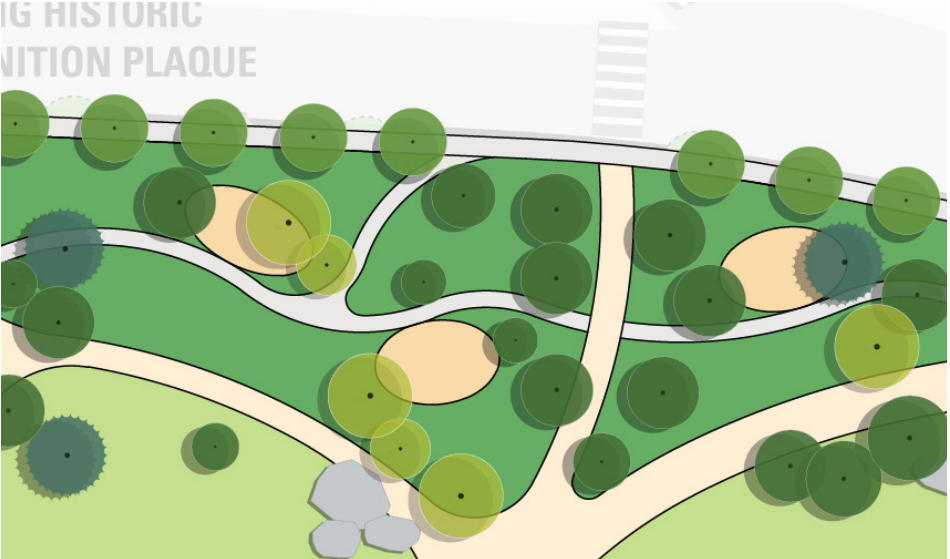


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PROGRAM IDEAS - GARDEN



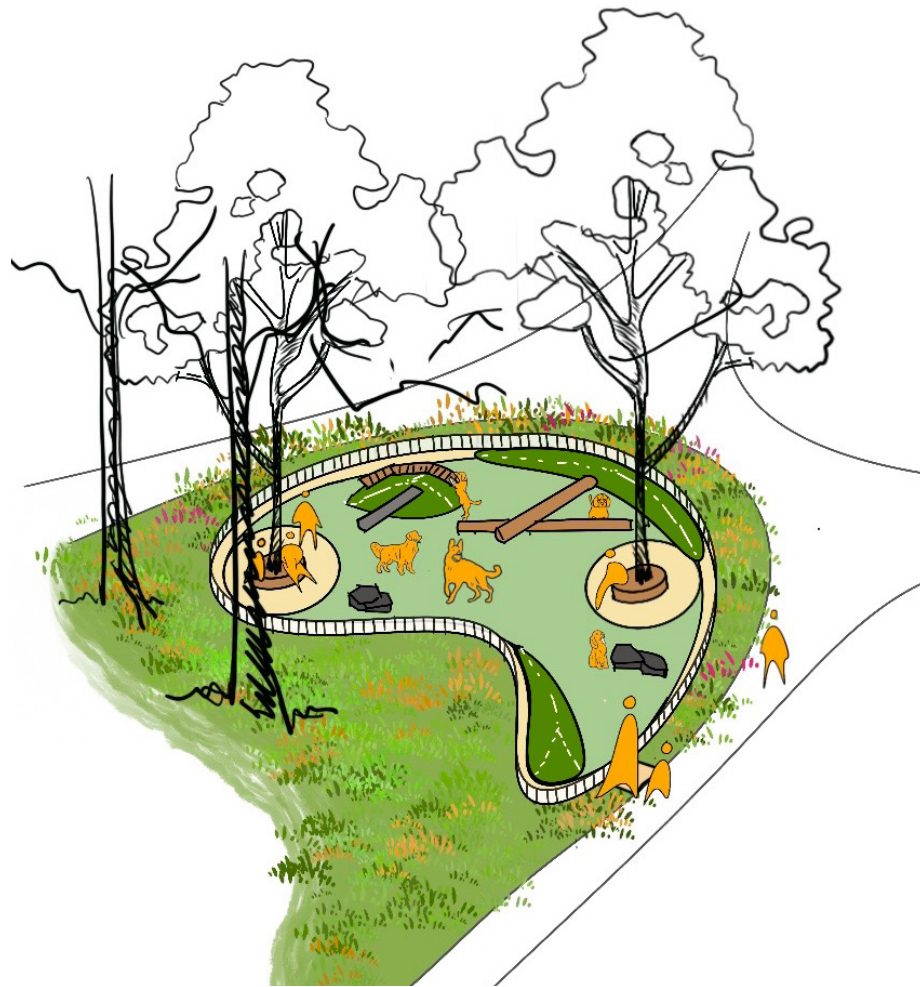
reuse of fountain

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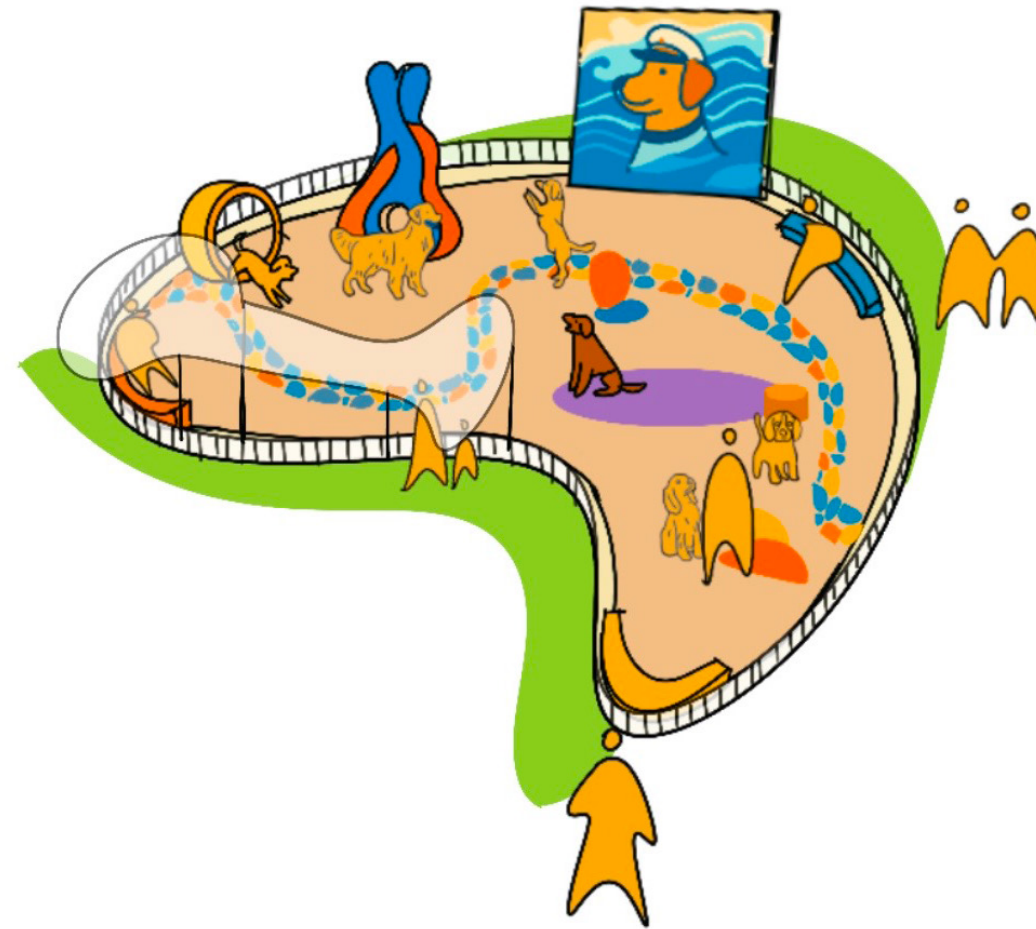


PROGRAM IDEAS - DOG PARK

What about a dog play park?



What about a dog art park?



Encourage seating in dog park



PARKING LOT ITEMS

7/29:

1. Rendering quality - Identify level of detail for next community meeting which would be shared for Civic Design Review.
 - a. HOK send and share examples with RPD
2. Be mindful to think through input items for the next community meeting
 - a. Team to continue to brainstorm input items
3. For CEQA - Need a rough idea of proposed and trees for removal (replacement rate is 2 to 1)
 - a. Arborist onboarded - need to schedule tagging
4. Be aware that for 'significant trees' adjacent to the ROW there's a public process, this includes palm trees. Process mentioned again, show existing trees where possible.
5. RPD noted controlled access for stage may be required
6. Permitted use for vendors discussed
7. Make sure the scale is apparent in plans and renderings
 - a. Included

8/7:

8. Discussion of whether to retain 'Sue Bierman East' or just 'Sue Bierman' for project description.
9. Planned engagement with SF Heritage and other preservation bodies as design progresses.
10. Support from Port for potential additional stormwater treatment along Embarcadero.
11. MTA was open to widening crosswalk with only minimal curb modification, prioritizing painted treatments over construction.
12. Community and funders perspectives to be addressed in selection of key renderings/views.
13. Before-and-after imagery critical for next stage fundraising and public process.